



COMMERCIALS/PSA RUBRIC

STUDENT NAME:	REGINA CATHOLIC SCHOOLS
PRODUCTION TITLE:	STUDENT FILM FESTIVAL

Each production will be graded according to the following criteria and awarded points for achievement in each category.

1. TECHNICAL ABILITIES – PRODUCTION

CAMERA WORK

- images steady, well-framed
- use of tripod unless style requires other
- variety of angles, focal lengths, types of shots

(Least) 1 2 3 4 5 (Best)

Comments:

MESSAGE

- memorable message communicated about the product or topic
- product visibility (where applicable)
- theme or jingle evident

(Least) 1 2 3 4 5 (Best)

Comments:

CONTINUITY

- attention to basic continuity principles such as consistency with clothing, venue, weather, plausibility issues.

(Least) 1 2 3 4 5 (Best)

Comments:

SOUND

- main subject audible and clear
- background noise kept to a minimum

(Least) 1 2 3 4 5 (Best)

Comments:

LIGHTING

- attention placed on ambient light issues and choices
- Examples:
 - awareness paid to shadows and backgrounds

(Least) 1 2 3 4 5 (Best)

Comments:

Section 1 Tally _____

2. TECHNICAL ABILITIES - POST-PRODUCTION

EDITING

- clean cuts, restricted use of jump cuts
- well-selected edit points to promote flow and story development
- elimination of less desirable, redundant footage
- effective use of fonts and text - correct spelling, visual pleasing, placement

(Least) 1 2 3 4 5 (Best)

Comments:

VISUAL EFFECTS

- transitions, (fades, dissolves) are used to enhance video
- variety of media used to communicate the story (such as B-roll footage, still images)
- all effects are executed cleanly

(Least) 1 2 3 4 5 (Best)

Comments:

SOUND EDITING

- effective use of voice over to bridge the story
- attention to balanced, consistent sound track when mixing all tracks

(Least) 1 2 3 4 5 (Best)

Comments:

TIMING

- must be exactly 20, 40, or 60 seconds (excluding credits)
- 1 point deduction for each second over/under

(Least) 1 2 3 4 5 (Best)

Comments

Section 2 Tally_____

3. OVERALL IMPRESSION

CONCEPT AND CREATIVITY

- Do all the elements (technical, story, concept) work together to communicate a message or story to an audience effectively?

(Least) 1 2 3 4 5 (Best)

Comments:

DIRECTION

- Do the choices of shots and their arrangement fit the purpose of the film? Is the story told well?

(Least) 1 2 3 4 5 (Best)

Comments:

IMPACT

- Is the product viable and memorable to the consumer? Was it convincing?

(Least) 1 2 3 4 5 (Best)

Comments:

Section 3 Tally_____

FINAL POINT TALLY AND SUMMARY COMMENTS

Please add the points given from each section and write them below in the spaces provided. The students would appreciate comments you have about their work.

TALLY:

Section 1. TECHNICAL ABILITIES - PRODUCTION _____

Section 2. TECHNICAL ABILITIES - POST-PRODUCTION _____

Section 3. OVERALL IMPACT _____

TOTAL POINTS _____

SUMMARY COMMENTS